



## **FOR IMMEDIATE RELEASE**

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### **INDEPENDENT SURVEY REVEALS OPPORTUNITIES AND CHALLENGES FOR U.S. CONSTRUCTION INDUSTRY EXECUTIVES**

**BALTIMORE, MD** – September 6, 2006 – Williams Scotsman International, Inc. (NASDAQ: WLSC), a leading provider of modular space solutions, today announced the results of an independent study it commissioned to examine the near-term future of the construction industry and gauge the satisfaction of its customers. Conducted by McGraw-Hill Construction Research, the survey revealed that respondents identified “geographic expansion” and “leveraging technology” as the two greatest opportunities when they think about the future of their companies. The study also used the “net promoter” score, a measure of customer satisfaction by Bain & Company, to determine 93 percent of Williams Scotsman’s customers would refer the company to others.

More than 400 Williams Scotsman customers were interviewed via telephone in March of 2006 and asked to rank their greatest perceived opportunities and challenges. Key findings include:

- 72 percent believe geographic expansion is an important factor in their future growth
- 65 percent said leveraging technologies for production, distribution and processing presented a growth opportunity
- 86 percent of Williams Scotsman’s customers said finding qualified personnel and staff presents the greatest challenge or obstacle

“While we’ve heard from our customers that geographic expansion and adoption of new technologies were top of mind, nothing confirms a trend like a quantitative survey,” said Michele Cunningham, vice president of marketing and business development for Williams Scotsman. “With our national 86-branch network and recent technology introductions, we believe we can be responsive to these customer opportunities.”

Williams Scotsman remains committed to leveraging new technologies to enhance the experience customers have with its products. Just last year, the company partnered with DEWALT to implement their SITELOCK™ technology to address the ongoing issue of jobsite security.

“We also found the issue of recruiting qualified personnel of great interest,” said Cunningham. “Many of our customers have told us they are leaning more and more on experienced, full-service vendors like Williams Scotsman to fill in the gaps created by new employees that often necessitate a learning curve and time to build competencies

The customer satisfaction section of the study was designed with the following goals in mind:

- Benchmark the attributes of current Williams Scotsman products and services
- Assess customer retention and loyalty
- Gauge Williams Scotsman's position among competitors within the industry
- Determine how various customer segments view Williams Scotsman

The study showed that when choosing a particular modular space company, customers view the following factors as their most important decision criteria: delivery process/logistics; price; inventory; quality; and service. Ninety seven percent of customers report a positive opinion of Williams Scotsman and 93 percent said they would make a strong recommendation for the company to others.

McGraw-Hill Construction designed and managed the survey in compliance with CASRO (Council of American Survey Research Organizations). Respondents were screened based on the following criteria:

- They had used a Williams Scotsman product within the last year
- They are the primary decision makers within their organization for mobile space and container needs
- They have sufficient familiarity with at least three mobile space companies in their geographic market so they would be able to rank them in order of preference

#### **About Williams Scotsman International, Inc.**

Williams Scotsman International, Inc., headquartered in Baltimore, Maryland, is a leading provider of mobile and modular space solutions for multiple industry sectors, including the Construction, Education, Commercial, Healthcare and Government markets. The company serves over 25,000 customers, operating a fleet of over 113,000 modular space and storage units that are leased through a network of 100 locations throughout North America and Europe. Williams Scotsman provides delivery, installation, and other services, and sells new and used mobile office products. Williams Scotsman also manages large modular building projects from concept to completion. Williams Scotsman is a publicly traded company (NASDAQ: WLSC) with operations in the United States, Canada, Mexico, and Spain. The company was selected to NASDAQ's Global Select Market for achieving high-quality listing standards among the marketplace. For additional information, visit the company's web site at [www.willscot.com](http://www.willscot.com), call (410) 931-6066, or email to [Michele.Cunningham@willscot.com](mailto:Michele.Cunningham@willscot.com).

All statements other than statements of historical fact included in this press release are forward-looking statements and involve expectations, beliefs, plans, intentions or strategies regarding the future. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, it assumes no responsibility for the accuracy and completeness of these forward-looking statements and gives no assurance that these expectations will prove to have been correct. Important factors that could cause actual results to differ materially from the Company's expectations are disclosed under "Risk Factors" and elsewhere in the Company's 10-K, 10-Q and other SEC filings, including, but not limited to, substantial leverage and its ability to service debt, changing market trends in its industry, general economic and business conditions including a prolonged or substantial recession, its ability to finance fleet and branch expansion and to locate and finance acquisitions, its ability to implement its business and growth strategy and maintain and enhance its competitive strengths, intense industry competition, availability of key personnel and changes in, or the failure to comply with, government regulations. The Company assumes no obligation to update any forward-looking statement.

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